

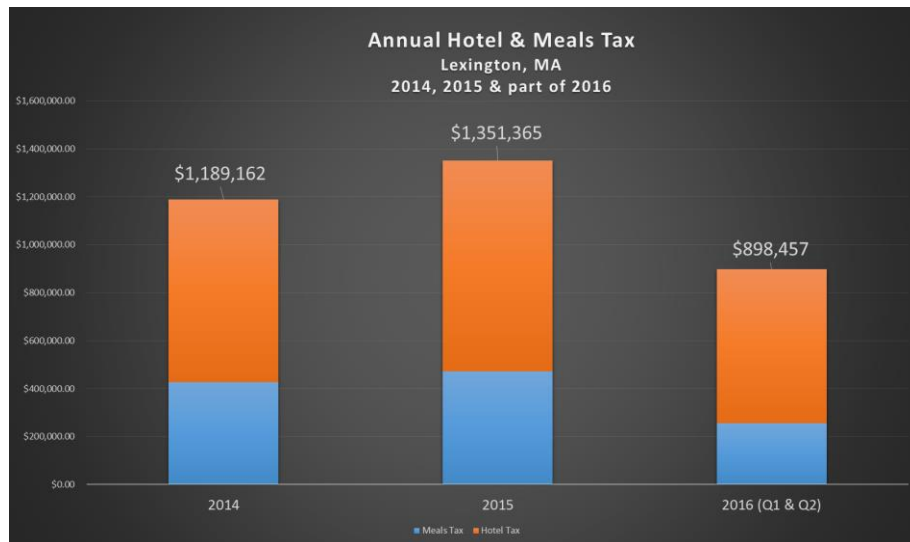


Town of Lexington Economic Development Department Report to Town Meeting

Tourism and Visitor Services has recently become formally recognized as a function of the Economic Development Department. Increasing visitors to the Town generates business activity that improves the overall economy and increases the vibrancy of our Center.

Annual Hotel & Meals Tax

Our annual hotel and meals tax has averaged **\$1.27 million dollars** over the last couple years. We recognize that visitors have been a contributing factor to this revenue source.



Lexington Visitors Center

The Visitors Center is often the first stop for visitors in Lexington. It serves as the “Gateway of Hospitality, Information, Tourism and Cultural Resources.” Approximately **124,000 people** came through the doors in 2015, a 20% increase from last year.



Revenues from merchandise underwrite most of the Town’s cost to staff and operate the Visitors Center.

Liberty Ride

"A great way to see the area!" – Trip Advisor

5 of 5 stars Reviewed August 30, 2015

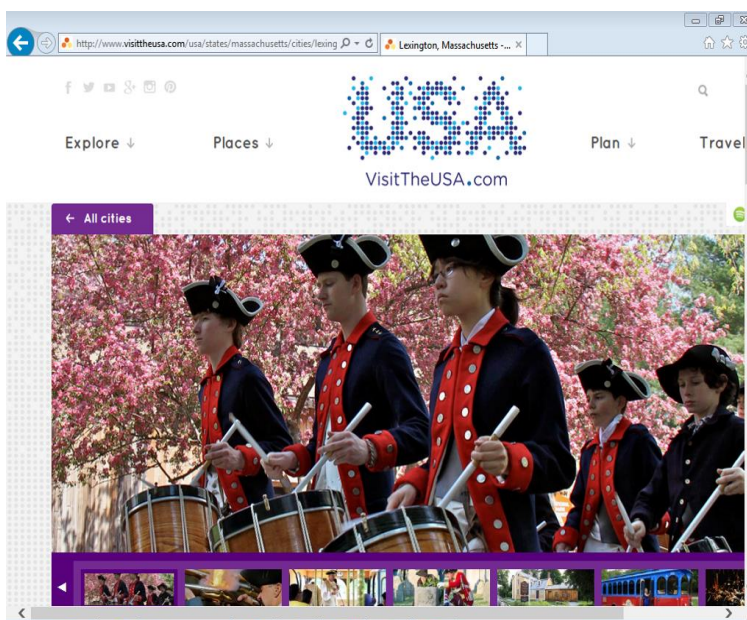
"With so much history in the area, we didn't know where to start! This tour gives you a great overview of the area! Informative and friendly staff dressed in period pieces! Highly recommend!"



- Over **8,000 people** rode the Liberty Ride Trolley in FY15, and over 5,000 experienced the tour through our charter bus service.
- In FY15 the Liberty Ride collected approximately \$175,000 in ticket sales. \$32,000 was also collected for charter bus tours.
- The first half of the Liberty Ride season in FY16 shows sales at \$136,517; approximately **\$30,000 increase** from that period last year.

Web Presence and Partnerships

The Tourism Committee has partnered with the Massachusetts Office of Travel and Tourism to produce content for international travelers.



- The content is on Tour Lexington <http://www.tourlexington.us/> and features videos in Mandarin, French, and UK English.
- Google analytics identify website traffic trends: we are attracting web visitors from China, France, the UK, Germany, Italy, India and Brazil.
- The Tourism Committee & Economic Development staff have been working collaboratively the Historical Society, the Arts and Crafts Society, the Arts Council and the businesses to increase visitors as a method to enhance the local economy.